

Santas, Sparkles, Smiles and Sales



Old St. Nick arrives at the center, 696 Farmington, Mich., by helicopter amid a cheering throng of youngsters. Smiling Manager Ernest M. Reed lends a helping hand.



Stockman Wally Krider, 4630's Santa in Danville, Ill., listens to tot's dream.



Stella Bellamy welcomes Santa to 65 in Trenton, N. J. The onlooker is Pearl Tye.



Mrs. Santa Claus, alias Marie Thomas, 764's personnel supervisor (Las Vegas, Nev.), gets a lift from Lee Booth, the junior assistant manager.



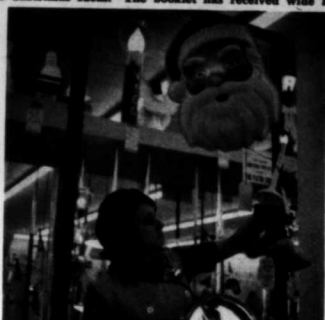
Doris McLeod, party goods department head at Kresge 221, Fargo, N. D., shows a holiday shopper Kresge's booklet "Make It Yourself Christmas Ideas." The booklet has received wide acclaim.



Decking the halls for the annual Christmas party are Dorothy Garrett, Eunice Ashwood, Edie Squires and JoJo Fossey at 782, Little Rock, Ark.



Christmas window display at 740, Orlando, Fla., ushers in the holiday season with angels, candles, and the message "Just say charge it at Kresge's."



Lynne Syring of the electric department at K-mart 4818, Champaign, Ill., lights up the store with Christmas decorations from her new assortment.



"Ride a reindeer" says Nellie Oles, toy department head at 78, Lansing, Mich., as she proudly shows off her winning display of plastic reindeer.

Claud Carver Retires as Top Merchant

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"I always tried to have smooth running organizations without dissension. If there were personal problems we always worked them out by quietly talking them over in private," he explained.

As merchandise manager of the former Dollar Store Division from 1949 to 1954, Mr. Carver declared that he enjoyed a comradery between the managers and himself that would be hard to beat anywhere.

He reached the peak of his merchandising career in 1955 when he was appointed buyer of lingerie, foundation and sleeping garments. One of the most satisfying tasks he undertook when assuming the position was a study of nearly 200 suppliers and their products.

As a result of his investigations he chose a select group of suppliers whom he could count on for quality merchandise and cooperation. "It has been one of my greatest satisfactions to work with these people," he commented.

Much of Mr. Carver's character is reflected in his attitudes and policies relating to suppliers. His philosophy has been: "Always be fair and impartial in dealings with suppliers and never show favoritism. When you establish confidence in each other, your attainments will always be greater."

Although Mr. Carver's philosophy has largely been to promote creativeness among suppliers, one of the best lines was developed by his office. Kresge's copyrighted the Nykrest line of panties which continues to produce more than a million dollars in volume per year.

During his 16 years as buyer, lingerie, foundation and sleeping garment sales have doubled. When he took over the position, sleepwear was a very small item and Mr. Carver saw the possibilities. This year sleepwear sales will run into millions of dollars.

From a nine-year-old clerk limited to selling a few items in a general store to buyer of lingerie, foundation and sleeping garments for 791 stores of the Kresge Company in the United States and Puerto Rico—Mr. Carver proved he truly did have merchandising in his blood.

After December 31, Lantana, Fla., will be the home of Mr. Carver and his wife. He has purchased a home bordering on the Atlantis Country Club's golf course.

Governor Names W. R. Baker To Michigan Education Group

Wesley R. Baker, executive assistant to Stanley S. Kresge, was appointed a member of the Michigan Higher Education Assistance Authority by Gov. George Romney.

In making the appointment Gov. Romney declared: "I have every confidence that you will derive personal satisfaction in this important position and that the State of Michigan will benefit from your intelligence and vigor."

The Authority is an agency of the State of Michigan composed of representatives of Michigan's institutions of higher education and

lay citizens. It is operated with a self-supporting loan fund made possible through private donations, state matching funds and deposits from Michigan colleges and universities and state appropriations for a scholarship fund.

Mr. Baker will serve through May, 1966 with 13 other members including Dr. Lynn M. Bartlett, state superintendent of public instruction; Dr. Gorton Riethmiller, president of Olivet College, Olivet, Mich.; the Rev. David E. Meier, vice president, University of Detroit, Detroit, Mich.; and Dr. Woodward C. Smith, vice president, Central Michigan University, Mount Pleasant, Mich.